

About EXPERIENCE

Cycle Hub

Wroxham and Hoveton has been selected as a Cycle Hub by Cycling UK, Norfolk County Council and the Broads Authority, as part of the EXPERIENCE project.

Over the next three years, Wroxham and Hoveton will be developed into a destination for cycle tourists, building on infrastructure investments and tourism products by supporting and training local businesses and stakeholders to enhance the year-round experiential offer.

Cycle Friendly Places

Cycle Friendly Places are hospitality and accommodation providers recognised for providing an excellent customer experience, tailored to the needs of cyclists.

The programme offers added value for businesses and ensures a high-quality experience for cycling visitors/customers. Businesses are assessed on their provision of quality facilities (such as bike racks, lockers and access to tools), welcome, and information for cycling customers (such as knowledge of local routes and bike hire).

During the two-year accreditation, businesses can enjoy marketing advice, training and publicity. Cycle Friendly Places will be highlighted on Cycling UK's newly updated Cyclists Welcome website, with outstanding businesses promoted through our popular channels including the Cycle Clips newsletter, Cycle Magazine and social media.

Accreditation is offered at two levels, and businesses will be supported to work towards the higher level accreditation which carries additional recognition.

Businesses will be invited to access other training and support offered through EXPERIENCE, as well as participate in events, which will promote infrastructure improvements and experiential itineraries developed as part of the project.

Cycle Friendly Grants

Accommodation and hospitality businesses in Wroxham and Hoveton can apply for Cycle Friendly Grants to help them reach the Cycle Friendly Places benchmark.

Grants are available for equipment, such as bike racks, lockers, helmets, tools, and work stands and additional training. Once these are in place, grant recipients can access the Cycle Friendly Places benefits.

Next steps

The hub programme is currently in development, and we aim to work with businesses from autumn 2020 onwards. We welcome feedback and suggestions from local stakeholders.